MULTIMEDIA **UNIVERSITY**

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FINAL EXAMINATION

TRIMESTER 1, 2016/2017

BTM1814 ICT FOR MANAGERS
(All sections / Groups)

7th OCTOBER 2016
09.00 – 11.00 am.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of 3 pages (including Header Page).

2. This question paper consists of **FIVE (5)** essay questions.

3. Please answer all questions.

4. Please write your answer in answer booklet.

QUESTION 1

Explain the following terms and give examples of their applications where appropriate.
a.	Augmented Reality	(5 marks)
b.	Data Mining	(5 marks)
c.	VOIP	(5 marks)
d.	Social Networking Business	(5 marks)

(Total 20 marks)

QUESTION 2

Explain the following terms, giving examples where appropriate:
a.	IOS Operating System	(5 marks)
b.	Google Glass	(5 marks)
c.	Computer Worm	(5 marks)
d.	Authentication	(5 marks)

(Total 20 marks)

Continue …

QUESTION 3

Existing taxi businesses are disrupted by new startup such as Grabtaxi and Uber. These new startups are often driven by new technologies which are considered to be disruptive.

a) Why are such technologies considered to be disruptive?   (5 marks)
b) Apart from the taxi business, what other businesses are affected by disruptive technologies? Give **TWO (2)** specific examples of the disruptive technology and the businesses they disrupt and reasons for the disruption.   (10 marks)
c) Give **TWO (2)** ways that existing companies can do in order to reduce the impact of disruptive technologies.
                                                                          (5 marks)

(Total 20 marks)

QUESTION 4

Cold Storage is interested to adopt some of the latest technologies for their supermarket business. Explain **at least FOUR (4)** latest technologies and give specific examples how **each** of these technologies can help in the supermarket business.

(Total 20 marks)

QUESTION 5

a) What is an ERP system?
b) Why are ERP systems important?   (5 marks)
c) Explain **at least THREE (3)** key challenges of ERP implementation   (5 marks)
                                                                          (10 marks)

(Total 20 marks)

END OF PAPER